

# EXHIBIT A

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Merchandising

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Dealer Presence - MDC

DealerCenter

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Impressions Increase

BOT traffic was spotted that increased August impression numbers on the dealer presence report. Due to this, dealers will most likely see a drop off in impressions from August to September. The BOT filtering that was put in place earlier this year caught the worst offenders. September and October reporting should be consistent until additional filters are put in place.

Dealer Presence

AutoServ of Tilton | 194870

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Dealer Presence Report

AutoServ of Tilton | 194870

Grab a complete picture of how Cars.com is building online awareness of your dealership across multiple touch points shoppers experience as they select a dealer.

Previous Month

Dealer Branding Performance

Click or Tap on the line graph to view total impressions for a given month.

More Info